



GUIDE FOR USE OF

VFW NAME, LOGOS, CROSS OF MALTA, AND OTHER TRADEMARKS

OVERVIEW: The VFW marks represent our brand to the public. Upholding our logo's integrity is crucial because a consistent visual identity is key to promoting a solid brand with a unified voice. The use of all marks is controlled by the Veterans of Foreign Wars of the United States, through the Office of the Quartermaster General. See Article VIII – Uniforms, Badges, etc, of the By-Laws. These marks include the Cross of Malta, the logos, and the names (VFW, Veterans of Foreign Wars). A description of the logos is in the Training Guide: Cross of Malta and Logo Usage.

GOALS:

1. Promote the VFW at all levels with a consistent, bold, unified voice. Allow posts, districts, and departments to promote their organizations consistent with the established brand. Prevent usage that alters or distorts the brand.
2. Promote the VFW Store as the source for VFW branded items, which in turn supports VFW programs. Expand the VFW Store product line to meet the needs of our members.
3. Stop illegal use of the logo by unauthorized private vendors.

GUIDING PRINCIPLES:

1. The official logo (as shown above) is the preferred logo for most usage. It can be customized for posts and departments. It is intended for use in a variety of situations. It can be worn by nonmembers in support of the VFW.
2. The Cross of Malta is the official seal of the VFW. Usage is generally for official items and distinguished situations. Personal wear of the Cross of the Malta is limited to VFW members.
3. The VFW supports the use of the logo by posts and departments to promote their activities. It is critical to use the right logo, in the right way, with items purchased from the VFW Store or licensed vendor.
4. The VFW Store and its licensed vendors are the only authorized sources to use the VFW name or logos on apparel, caps, and other goods/merchandise.

5. By purchasing through authorized sources (VFW Store and licensed vendors), the integrity of the logo is maintained and the money stays in the VFW:
 - a. 10% of the net income is rebated back to each department (based on sales in the department), per Sec 715, VFW By-Laws.
 - b. Revenue generated by VFW Store supports programs that assist veterans, military service members and their families.
 - c. All levels of the VFW benefit:
 - i. A percentage goes back to each department
 - ii. A percentage goes to the VFW Auxiliary
 - iii. The rest goes towards programs that support the mission of the VFW.
6. When you purchase from unauthorized companies (knock-offs):
 - a. The profit goes directly in the commercial vendor's pocket, taking away from the mission of the VFW.
 - b. The use and integrity of the logo are jeopardized.

STEPS: Whether purchasing for a fundraising event, officer pins and give-away items, or other activities of the VFW, it is important to follow these steps:

1. When considering use of the logo for any item, the first call should be to the **VFW Store**. The Store has access to a variety of items that are not in the catalog or on the website.
 - a. If placing an order for an item in the catalog or on the website, contact the Member Service Center, 833.VFW.VETS (833.839.8387) or www.vfwstore.org.
 - b. If you have interest in purchasing something that you do not see in the catalog or on the website, contact the Custom Consultant, 816-968-1181. Kim Winston specializes in custom orders to include commander shirts/gifts, state convention merchandise, post shirts/caps, community events, etc. Quantity discount pricing applies to these orders.
2. Some items are available through **Store-licensed vendors**. This includes pins, coins, and signs. A current list of partners and licensed vendors is at [VFW Store - More - Partners And Licensed Vendors](#).
 - a. Current licensed pin and coin vendors include 4 Heros, RM Corporation, Ranger Industries, and COINFORCE. If you are designing a pin or coin that includes the VFW name or logo, contact a licensed vendor.

- b. Other licensed vendors include Stewart Signs, Bottle Breacher, and New Life Patriot. For example, if you are having a sign made for your building, first contact Stewart Sign; if they cannot assist, request permission to use another vendor.
 3. If the desired item cannot be provided by the VFW Store, Custom Consultant or an authorized licensed vendor, you may request permission for an outside company to use the trademarked logo by completing the **VFW Trademark Authorization Request** form. The form may be requested by emailing the Quartermaster General at qmgeneral@vfw.org or calling 816.968.1141.
 - a. For example, if you are having a wrap made for your car or truck, request permission.
 - b. If a post or department is a co-sponsor of an event, and the shirts and other items will include the VFW logo with other sponsor brands, you should complete the Authorization Request to get permission to use the logo.
 - c. When requesting authorization for use of trademarks, please allow sufficient time for processing (10 business days) and provide as much detail as possible.

EXCEPTION:

Leadership at VFW departments, districts, and posts are authorized to use the VFW name, logos, or emblems for **non-commercial printed and digital use for VFW activities**, such as the creation of brochures for membership drives, events and other community outreach efforts.

- a. This is limited specifically to printed materials and digital use (websites and social media) for VFW events and activities, and does not include use of the logo on merchandise (apparel and other products).
- b. This does not include printed or digital use to promote a business or non-VFW sponsored event.
- c. To obtain a post, district, or department logo, contact Communications at communications@vfw.org or the Quartermaster General office at qmgeneral@vfw.org.

If you have questions about whether an authorization is needed, contact the Quartermaster General's office at qmgeneral@vfw.org or (816) 968-1141.

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Quartermaster General's Office